



NORCO, CA





NORCO, CA

HORSETOWN USA

IN THE HEART OF

SOUTHERN CALIFORNIA

AND

METRO LOS ANGELES

SILVER LAKES



NORCO, CA:
WHERE YOUR
BRAND BELONGS



POPULATION
27,000

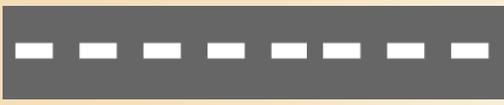
TRADE AREA
500,000

5TH HIGHEST TAXABLE RETAIL SALES PER CAPITA IN RIVERSIDE COUNTY

25 EQUESTRIAN & ATHLETIC BUSINESSES



INTERSTATE **15** **160,000** TRIPS PER DAY



6th St./Hamner Ave.
30,000 TRIPS PER DAY

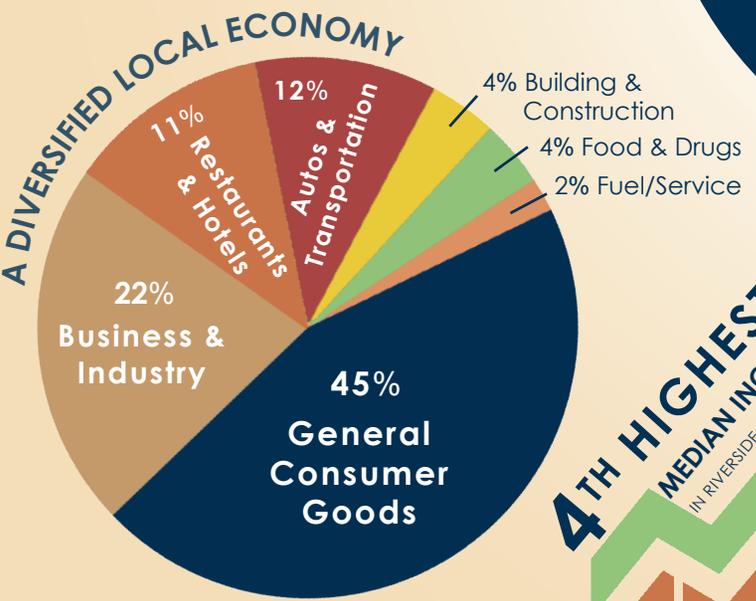
BRANDED FOR SUCCESS

1 OF 28 CITIES IN RIVERSIDE COUNTY, CA
A PART OF METRO LOS ANGELES

HORSE TOWN USA
NORCO, CA

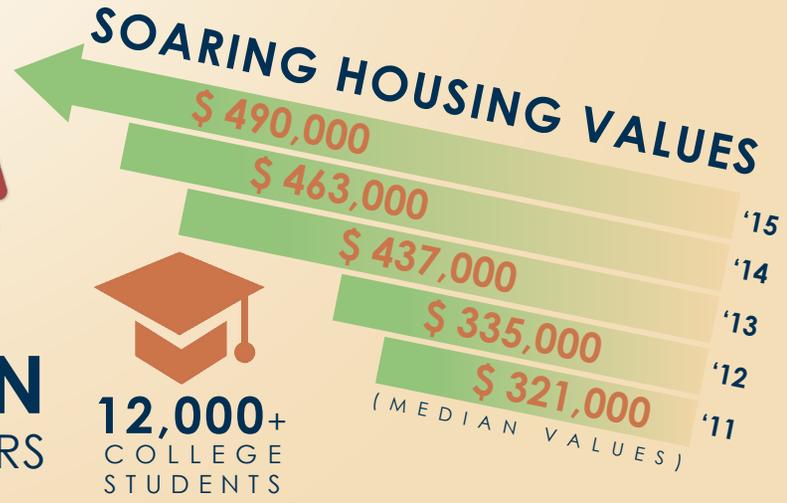
\$ OVER 20 FORTUNE 500 BUSINESSES

15,000 YOUTH SPORTS PARTICIPANTS



4TH HIGHEST MEDIAN INCOME IN RIVERSIDE COUNTY

2 MILLION ANNUAL VISITORS

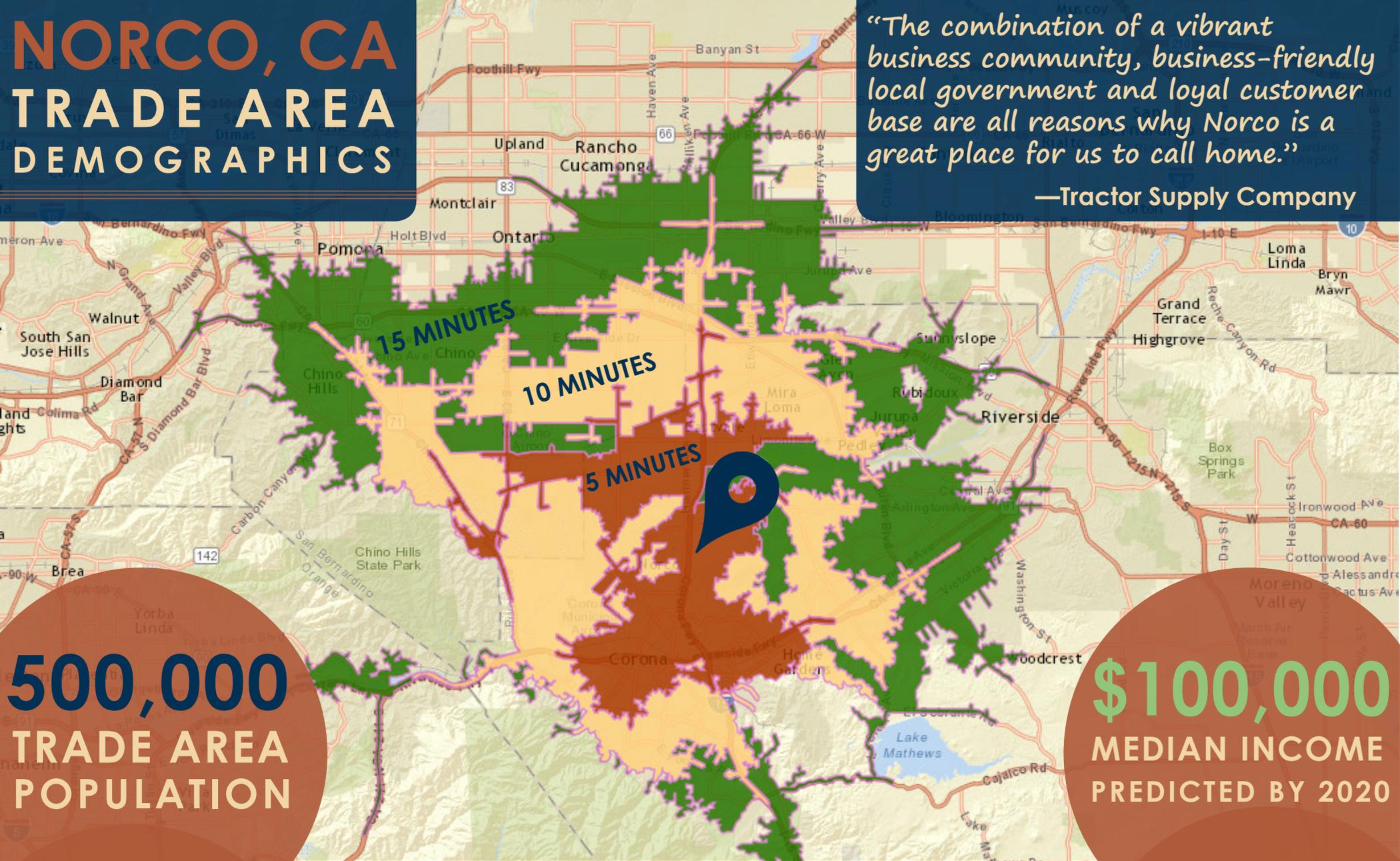


12,000+ COLLEGE STUDENTS

NORCO, CA TRADE AREA DEMOGRAPHICS

“The combination of a vibrant business community, business-friendly local government and loyal customer base are all reasons why Norco is a great place for us to call home.”

—Tractor Supply Company



500,000
TRADE AREA
POPULATION

\$100,000
MEDIAN INCOME
PREDICTED BY 2020

\$90,000
MEDIAN INCOME
WITHIN 10 MINUTE DRIVE

**STRONG DISCRETIONARY
INCOME FOR DINING
AND RETAIL ACTIVITIES**

75%
HOME
OWNERSHIP

SILVER LAKES

EQUESTRIAN & SPORTS PARK

2.5 MILLION
ANNUAL VISITORS

24,000

4,000-6,000
VISITORS PER DAY

60-200+
TEAMS PER DAY

**ANTICIPATED
VISITORS PER DAY
DURING STATE CUP**

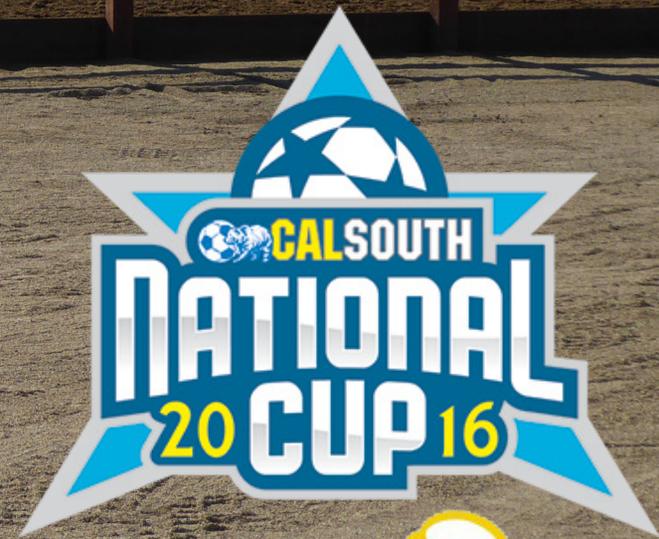
48 WEEKENDS
OF ACTIVITY

SilverLakes Equestrian & Sports Park is a world-class multi-purpose recreational venue, a public-private partnership located on 130 acres of City-owned property along the Santa Ana River at the northern gateway to Norco. This anxiously-awaited development began hosting events in September 2015. Although it is still under construction, the center is already drawing large crowds that benefit the Norco business community. SilverLakes will increasingly become a major driver of economic activity in the City of Norco and is very much a part of the City's economic development strategy.

www.silverlakespark.com

SILVER LAKES

EQUESTRIAN & SPORTS PARK



CITY OF NORCO DEVELOPMENT OPPORTUNITIES

SILVERLAKES



**NORTH HAMNER
GATEWAY DEVELOPMENT**

**CALIFORNIA AVE./
SIXTH STREET**

**GEORGE INGALLS
EQUESTRIAN
EVENT CENTER**

BEACON HILL

**CHAPARRAL
PLAZA**

**NAVAL SURFACE
WARFARE CENTER**

**SOUTHWEST CORNER
HAMNER AVE./FIFTH ST.**

**FOURTH ST./
HAMNER AVE.**

**RIVER ROAD/
CORYDON STREET**

**NORCO
COLLEGE**



**HAMNER AVENUE/
THIRD STREET**

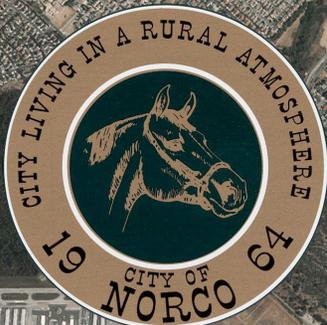
**HIDDEN VALLEY
GOLF COURSE**

**RIVER ROAD/
SECOND STREET**

**NORCO
AUTO
MALL**

**SOUTH HAMNER
GATEWAY DEVELOPMENT**

**CORONA AVE./
HIDDEN VALLEY PKWY.**





CHAPARRAL PLAZA

NORCO DRIVE



HAMNER AVE.



FIFTH STREET

- Approximately 5 acres, commercially-zoned
- 30,000 trips per day on Hamner Avenue
- Easy access to I-15
- Freeway signage
- Ideal restaurant site
- Two (2) restaurant pads available

SOUTHWEST CORNER HAMNER AVE./FIFTH ST.

- Approximately 1.75 total acres, commercially-zoned
- Strategic proximity to SilverLakes Equestrian and Event Center
- 30,000 trips per day on Hamner Avenue
- Immediate access to I-15
- Freeway signage available
- Ideal hotel or restaurant site



FIFTH STREET

HAMNER AVE.





NORTH HAMNER GATEWAY DEVELOPMENT

- Northern gateway to Norco
- Approximately 15 total acres for assembly
- Strategic proximity to SilverLakes Equestrian and Event Center
- 30,000 trips per day on Hamner Avenue
- Immediate access to I-15
- Freeway signage available

HAMNER AVE.

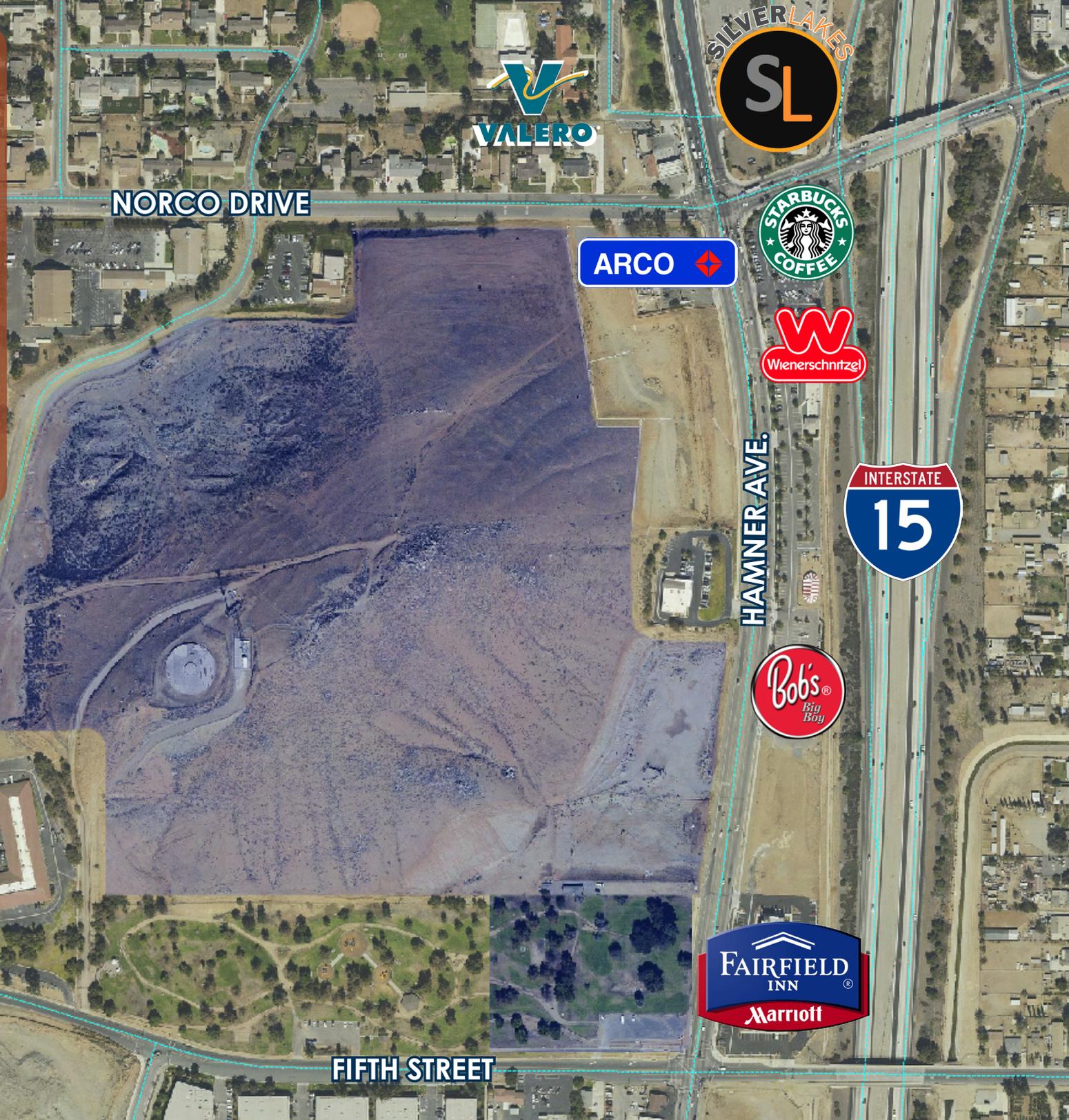


SIXTH STREET



BEACON HILL

- More than 60 acres available for master-planning
- 30,000 trips per day on Hamner Avenue
- Historic summit in center of Norco with spectacular views
- Adjacent to municipal park, a portion of which is developable
- Easy access to I-15
- Close to SilverLakes Equestrian and Event Center





FOURTH ST./ HAMNER AVE.

- Approximately 20 acres
- Commercially-zoned
- 30,000 trips per day on Hamner Avenue
- Adjacent to major military installation/government offices
- Easy access to I-15

NAVAL SURFACE
WARFARE CENTER



TOWN AND COUNTRY DRIVE

HAMNER AVE.



GOOD YEAR



FOURTH STREET



DOLLAR TREE

SUBWAY

Mobil

SENIOR LIVING
APARTMENTS



**NAVAL SURFACE
WARFARE CENTER**

**NORCO
COLLEGE**

Tires LES SCHWAB

THIRD STREET

**Baja
Fish Tacos**

HAMNER AVE.

**INTERSTATE
15**

**NORCO
AUTO
MALL**

**DODGE
CHRYSLER**

Ford

Jeep

RAM

HAMNER AVENUE/ THIRD STREET

- Approximately 18 acres
- Frontage on Hamner Avenue
- 30,000 trips per day on Hamner Avenue
- Proximity to Norco College (12,000 students/faculty)

CHIPOTLE



TARGET



STAPLES

WinCo FOODS



GameStop

SUPERCUTS

FLOOR DECOR

HOBBY LOBBY

CORONA AVE./ HIDDEN VALLEY PKWY.

- Approximately 1.4 acres
- Commercial zoning pending
- 25,000 trips per day on Hidden Valley Pkwy.
- Major shopping center across street
- Dedicated signal
- Parking for both a fast-casual and sit-down restaurant
- Direct access to I-15



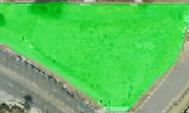
HIDDEN VALLEY PARKWAY



KOHL'S



CORONA AVE.



SOUTH HAMNER GATEWAY DEVELOPMENT

- Approximately 1.44 acres
- Southern gateway to Norco
- Strategic proximity to national big box retailers
- Immediate access to I-15
- Freeway signage available



TARGET



FIVE GUYS



HAMNER AVE.

HIDDEN VALLEY PARKWAY



KOHL'S



GameStop
SUPERCUTS

FLOOR & DECOR

HOBBY LOBBY
EVERYDAY LOW PRICES

CALIFORNIA AVE. / SIXTH STREET

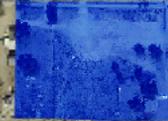
- Approximately 3 acres
- Commercially-zoned
- Approximately 15,000 trips per day on Sixth Street
- Immediate proximity to major equestrian event venue

CALIFORNIA AVE.

SIXTH STREET



NORCO RANCH
OUTFITTERS



RIVER ROAD/ SECOND STREET

- Approximately 15 acres
- Commercially-zoned
- 20,000 trips per day on River Road
- Site serves Norco, Corona and Eastvale
- Ideal retail site



SECOND STREET

RIVER ROAD

CHURCH



ELEMENTARY &
MIDDLE SCHOOL



RIVER ROAD/ CORYDON STREET

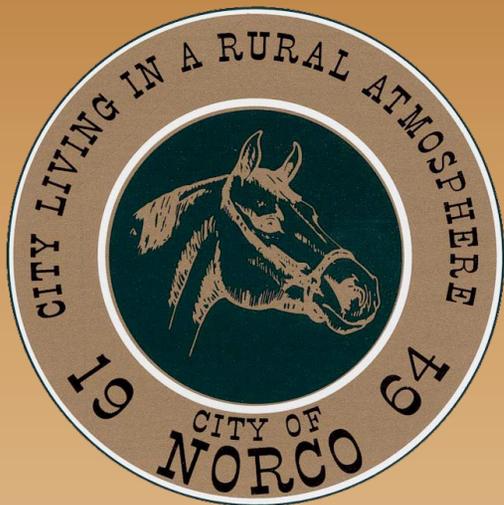
- Approximately 15 acres
- Commercially-zoned
- Serves major population center in Corona and Norco
- 20,000 trips per day on River Road
- Favorable signalization



FACT SHEET

LOCATION	Exit I-15 at 6th Street in Riverside County Less than 30 miles from Orange County 40 miles from Temecula 50 miles from Los Angeles 70 miles from San Diego and Palm Springs
CITY NICKNAME	Horsetown USA
CITY MOTTO	"Rural living in a city atmosphere"
INCORPORATION DATE	December 28, 1964
POPULATION	26,966 (as of 2013)
CULTURAL DIVERSITY	White- 54.7% Hispanic- 31.1% African American- 7.0% Asian- 3.1% American Indian/Alaska Native- 0.9% Two or more races- 3.2%
SIZE	15 square miles
ELEVATION	640 ft (195 m)
GREEN SPACE	Horse Trails- 120 miles Community Parks- 3 Neighborhood Parks- 9 Athletic Infields- 9 Sports Fields- 4 George Ingalls Equestrian Event Center- 70.3 acres
FACILITIES/ AMENITIES	George Ingalls Equestrian Event Center, Nellie Weaver Hall, Hidden Valley Golf Course
TOTAL # OF FIRMS	2,342
LARGEST EMPLOYERS	Corona-Norco Unified School District, California Rehabilitation Center, Naval Surface Warfare Center, HCl, Inc., Computer Sciences Corporation
COLLEGE	Norco College
TOTAL # OF HOTEL ROOMS	274 Fairfield Inn & Suites- 96 Hampton Inn- 82 Howard Johnson Express Inn- 55 Regency Inn- 41
FAMOUS PEOPLE FROM NORCO	Toby Gerhart- NFL Player Eva LaRue- Actress/Model Paul Jones- Race Horse Trainer

LOCAL ATTRACTIONS	The Norconian Hotel, George Ingalls Veterans Memorial Plaza, Norco Fair, Norco PRCA Rodeo, Parade of Lights & Winter Festival, Hidden Valley Craft Fair, Hidden Valley Golf Course
NEARBY ATTRACTIONS	Scandia 8.9 mi. Castle Park 9.1 mi. Citizens Business Bank Arena 11.4 mi. Tom's Farms 12.5 mi. Victoria Gardens 13.3 mi. Ontario Airport 13.5 mi. Auto Club Speedway 14.1 mi. Fox Theatre, Riverside 14.5 mi. Mission Inn 15.5 mi. Claremont Village 20.4 mi. Pomona Fairplex 23.7 mi. Honda Center 27.2 mi. Angels Stadium 28.3 mi. San Bernardino County Museum 28.5 mi. Disneyland 29.6 mi. Knotts Berry Farm 32.9 mi.
GOVERNMENT TYPE	Council-Manager
CITY COUNCIL	Kevin Bash- Mayor Greg Newton - Mayor Pro Tem Robin Grundmeyer Berwin Hanna Ted Hoffman
CITY MANAGER	Andy Okoro
COMMISSIONS	Planning Commission, Parks & Recreation Commission, Streets, Trails & Utilities Commission, Historic Preservation Commission
COMMUNITY ORGANIZATIONS	American Legion, Boy Scout Council, Cub Scout Council, Girl Scout Council, Horsetown USA Hall of Fame, Kiwanis Club, Lions Club of Norco, N.A.R.T., Norco Area Chamber of Commerce, Norco Historical Society, Norco Horsemen's Association, Norco Mounted Posse, Norco Regional Conservancy, Norco Rotary Club, R.U.R.A.L., YMCA
CHAMBER OF COMMERCE	3954 Old Hamner Road, Suite B P.O. Box 844 Norco, CA 918260 p. (951) 737-6222 f. (951) 356-0555 info@norcoareachamber.org
CITY HALL	2870 Clark Avenue Norco, CA 92860 p. (951) 270-5623 f. (951) 270-5622
CITY WEBSITE	www.ci.norco.ca.us



CITY OF NORCO

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